

TOURISM IN WISCONSIN KEEP IT GROWING

Economic Impact From 2016

\$20 BILLION
IMPACT ON THE STATE'S ECONOMY

UP \$700 MILLION
OVER 2015

Growth:

35%

IN THE LAST
SIX YEARS

Visitor Spending In 2016 = \$12.3 Billion

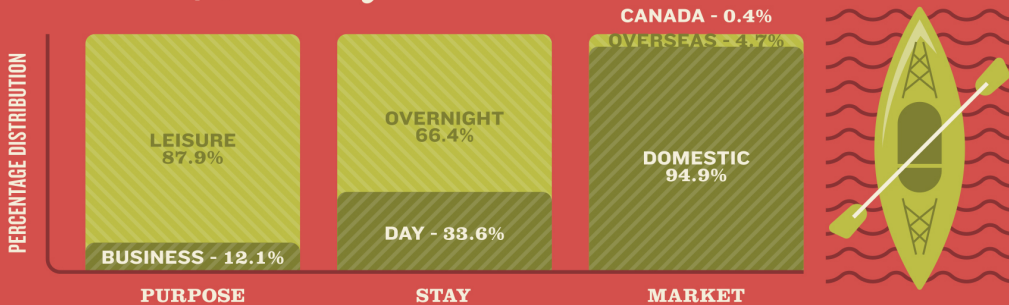
**UP
\$390
MILLION
OVER
2015**

**17
MILLION
ROOMS
DEMANDED**



88% Of Visitor Spending Is From Leisure Travel

Visitor Spending BY MARKET SEGMENT



Tourism Spending Peaks In 3rd Quarter

MOST Popular MONTHS



Number Of Visits

**107.7
MILLION
VISITS**

**193,454 Jobs
Created & Supported**

1 OUT OF EVERY 12.3 JOBS IN THE STATE



**Tourism Generated
\$1.5 Billion In State
& Local Tax Revenue**

WITHOUT IT, EACH WISCONSIN
HOUSEHOLD WOULD PAY
AN ADDITIONAL \$650

